

Sumner Memorial High School Athletics

REQUEST FOR BOARD APPROVAL FOR FUNDRAISING ACTIVITY

On behalf of Sumner Athletics, we request RSU 24 School Board approval to fundraise and enroll in the First Hoop program. This is a fundraising opportunity provided by First National Bank during the winter season.

First Hoop is a brand visibility/community involvement program that First National Bank launched in December 2005 with great success. First Hoop is also a team and fan participation program that awards cash donations and prizes at each participating high schools home basketball games.

Program responsibilities— first employees

One or two bank employees volunteer to sign up to attend each varsity home game. They will arrive approximately 30-45 minutes before the start of the varsity game to start signing up fans for the first fan challenge (the half-time free-throw portion of the program).

School/Athletic Director responsibilities

Sumner will need to hang the First Hoop banner throughout the basketball season in the gymnasium. Sumner will also need to provide a place for the employees to sit with a small table near the entrance to sign up fans for the halftime free throw challenge. Sumner athletics will also accommodate a small, secure storage space for their materials (tickets, prizes, pens, etc.)

First hoop fundraising formula

Sumner Athletics will receive at least \$50 and up to \$150 per home game, depending on the outcome of the following events:

- \$50-the base donation, announced at the start of every home basketball game.
- \$50-added if the “first hoop“ is made by the home team.
- \$50-added if the “First Fan“ makes a free throw at half time.

With 18 regular home games, Sumner memorial high school could receive up to \$2700 by the end of the season in fundraising earnings.

Thank you for your consideration and support.

Fredy Lazo
Athletic Director